

NY Picture Frame Yields Aged Torrance History

A real mystery presented itself to Herald editors yesterday. It centered around a 42-year-old copy of the old Los Angeles Record newspaper, dated Oct. 2, 1915, which tells of the coming of the "Tailor-Made City of Torrance."

The faded, yellowed newspaper, which is part of the Saturday Real Estate Section of the old "Record," is headlined "10,000,000 TOWN OF TORRANCE WILL BE MADE AN IDEAL PLACE TO LIVE AND WORK IN" in inch-high type.

The paper was discovered, of all places, in New York City, folded up and stuffed behind an ancient picture frame, where it had been aging since before World War I. It all happened this way:

Blanche Swisher, proofreader on the Herald, has a sister-in-law in New York who is an artist. She collects old picture frames to use in her work. Behind the picture in one of these frames she discovered the ancient newspaper and sent it out to the coast.

Now, 42 years later, the mystery of "Who Put the Paper in

The Frame and Took It Across the Continent?" must remain unsolved. But the story told in the clipping has become an invaluable part of this city's history.

Underneath the large headline there is an eight column wide picture of the Union Tool Co. shops, now National Supply Co., taken in the "New P.E. Station at Torrance," and another picture of "Mission style homes under construction."

Beneath the pictures is the following story:

"H. H. Sinclair, general manager of the Dominguez Land Co., which is building the new 510,000,000 inlaid town at Torrance, is holding every effort for the construction of an ideal industrial city not only from the standpoint of the owners of the industrial plants to be located there, but also from the standpoint of the men."

"Already more than \$2,000,000 have been invested in the enterprise, miles of asphalt streets have been paved and more than 100 homes have been built for the workmen."

"When J. S. Torrance, who is

the largest financial backer of property, outlined his plans, he gave orders for the construction of the best city that could be built in Southern California."

"Chief Engineer Bennett has laid out a comprehensive street plan with gas and electric conduits in the alleyways, with water piped to the lots in such a way as to make it unnecessary to dig up the streets for the installation of public utilities."

"The \$400,000 plant of the Union Tool company, which will employ 800 men, is the most up to date and sanitary possible."

The fire hazard has been eliminated and every attention has been paid to comfort of the men.

"The \$750,000 plant of the Pacific Electric will be built inside of two years and the Lewellyn Iron Works has signed a contract to build a similar plant during the coming year."

"The total payroll of these companies, together with that of the Pacific Metal Products Co., with its \$100,000 plant, will total close to 3000 men."

"Irving J. Gill, architect for the new city, said Saturday: 'It is well enough to plan complete shops with labor-saving devices, but the welfare of any industry goes farther than that. The men are the big factor. Anything that tends to benefit the men makes them better workmen, gives them a chance for advancement and at the same time makes their services more beneficial.'"

On the same page is an ad for the "33rd St. Tract (Main St. to Moneta Avenue) which lists Model Homes for \$2700 to \$3200. As terms, it gives \$100 cash and \$27.50 to \$32 monthly. Above it is an ad for an "El Segundo Excursion." It states "This year, old city speaks for itself—IF YOU SEE IT."

On page nine, a three column advertisement shouts—"The Way Out—from undesirable conditions to comfort and better financial circumstances can be through—HARBOR CITY—where a quarter, half or three-quarter tract may become yours) for as little as \$10 a month." It further states: "HARBOR CITY lies within the Shoestring Strip and promises to become the Hub of Los Angeles' Manufacturing section."

PUBLISHED EVERY SUNDAY AND THURSDAY MORNING — The ONLY Newspaper Published and PRINTED in Torrance — ESTABLISHED 1914

WEATHER

Generally sunny today but with occasional high cloudiness and slightly warmer temperature today, is the Weather Bureau's report for the South Bay area.

TORRANCE HERALD

—and Torrance Herald Shopper reaches 100,000 Buyers

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"Twice Weekly Is Twice As Well Read"

10¢

Per Copy

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Auto-Train Collision Ties Up Western Ave.



Motorist Escapes Serious Injuries

Traffic was tied up along busy Western Ave. yesterday afternoon when a motorist slid his auto into the side of a Santa Fe Railway engine at 20th St.

Taken to Harbor General Hospital with lacerations and abrasions about the knees and face was William LaVerne Wilson, 38, of 21115 S. Hobart Ave. His auto was damaged extensively.

Engineer on the train was Edwin G. Hutton, of 4840 Mindora Dr., Torrance.

Traffic Investigators Don and Miles Hamilton of the Torrance Police Department said Wilson reported that he didn't see the warning at the crossing. His auto skidded for more than 100 feet before striking the side of the train, the officers said.

Damage to the train was minor.

Sale of Pioneer Newspaper Told

The sale of the Wilmington Press-Journal, one of the oldest newspapers in Southern California, was reported yesterday by Publisher Mrs. Dortha M. Roberts.

Purchasers of the 90-year-old newspaper are Lee F. Payne, executive editor of the Los Angeles Daily News, and William J. Anderson, former Fresno County newspaper publisher.

Change of management is effective on March 15. No announcements of policy were issued but all workers will be retained for present. The sale price was not disclosed.

Payne, 52, is a native of Los Angeles and has been with the Daily News for the past 13 years and is a member of the California Fish and Game Commission.

Anderson is 47, is a native of Oakland and last December sold his two Fresno county newspapers, The Orange Cove News and the Parlier Post.

Mrs. Roberts, whose late husband, C. P. Roberts, founded the Press in 1927, and who sold the Torrance Herald to its present owners in 1923, reported she is retiring from business life. The Press and the Journal were consolidated in 1945.

King, Thomas File Petitions

Assemblyman Vince Thomas of the 68th Assembly District and Congressman Cecil R. King of the 17th District will both run for reelection, they indicated last week.

King had filed for the June 8 primary and Thomas has circulated petitions as a candidate for reelection. Both are Democrats.



COOK-O-RAMA . . . A capacity crowd of more than 900 women attended the climactic second day of the Herald Cook-O-Rama at the Civic Auditorium Friday afternoon. The

Cooking School was sponsored jointly by the Herald, the Southern California Gas Co. and Jim Dandy Markets.

Former Herald Man Serves in Air Force

Completing his Air Force basic military training course at Lackland Air Force Base, Tex., is Doyle C. Jordan, 18, son of the B. W. Jordan, 1067 W. 229th St.

His basic military training is preparing him for entrance into Air Force technical training and for assignment in specialized work. The course includes a scientific evaluation of his aptitude and inclination for following a particular vocation of career.

Doyle was formerly with the circulation department of the Torrance Herald.

Standing Room Only Crowd Greet School

About 1500 Torrance citizens, most of them women, gathered at the Civic Auditorium Thursday and Friday for Cook-O-Rama, the modern school of gas cookery sponsored by the Torrance Herald, Southern California Gas Co., and Jim Dandy Market.

Six hundred were seated Thursday afternoon for the "Easy Entertaining" (or the bride's predicament) skit conducted by Maxine Howe with the assistance of Marilyn Moore, while the standing room only sign was out on Friday for the "Specialty of the House" program, which featured Bren McCormick joining with Miss Howe in preparing broiled steak.

Two housewives numbered in the crowds-walked home with grand prizes, modern gas ranges, during the closing hours of the culinary lessons Friday.

Selecting an O'Keefe and Merritt range from Frank's Furniture was Mrs. Mae McEwen, 1977 Reynosa Dr., while getting a Gaffers and Sattler range from

Nab Local Lad in Gardena Roundup

A Torrance youth was one of six suspects rounded up by a County Sheriff's narcotics detail in Gardena recently on suspicion of peddling marijuana.

Raul Richard Almeida, 20, of 5202 W. 132nd St. was one of the suspects apprehended by the Sheriff's officers working in conjunction with the Gardena police.

Investigation which led to the arrests was carried on over a seven-week period, officers reported. Almeida was slated to appear Friday on charges of selling marijuana.

Lt. Roy Tracey of the Gardena Police said that he believed the roundup had cleared the area of dope pushers who were selling narcotics to the youth of the community. Most of the users were out of school, Tracey said, though some were high school students.

Water Department Switching To Bi-Monthly Bill System

Growth in water meter connections from 5800 in June, 1951, to 10,500 thus far this year will result in bi-monthly billing beginning Apr. 1, Angus E. McVicar, water superintendent, reminded users this week.

The new system, he said, will affect savings in salaries, payment and supplies.

Although the change will be effective on Apr. 1, the department will continue to make one more single-month billing to about half of its customers in order to properly distribute the office work load, McVicar continued.

This will be done by billing every other meter book for a single month's usage beginning May 1; the rest of the customers will receive a two-month bill between June 1 and June 30, and thereafter all bills will be rendered bi-monthly.

The exception to this will be industrial, irrigation, and other

large users who will be billed for the calendar month as nearly as possible.

This does not affect the cost of water to the consumer, McVicar pointed out, except that the larger domestic user will remain in the lower rate block for more of his usage and may save a little money during the summer months. The minimum charges and water allowances for minimum charges has naturally been doubled to compensate for the double time period, he said. Deposits also have been doubled, as would be expected, he added.

One effect of the change on the consumer will be a strict adherence to the ordinance with respect to delinquent accounts, McVicar said.

Bills will automatically become delinquent 10 days after they are rendered and will be subject to shut-off for non-payment 30 days after rendering.

This policy will be followed except where prior arrangement is made or in special cases.

This follows the practice of other utilities who bill bi-monthly, McVicar said.

Water meter installation fees also have been raised as follows:

Meter Size	Old Fee	New Fee
3/4 in.	\$30	\$45
1 in.	50	75
1 1/4 in.	100	140
2 in.	150	200

All sizes larger than 2 in. have always been on a cost plus 10 per cent basis and continue that way, McVicar said.

The raise in these fees is simply a reflection of the rising costs evident all over and are made with the idea in mind that the Water Department should not subsidize the builder by absorbing part of the installation cost," the superintendent concluded.

RARE FIND . . . Marine Cpl. Frank A. Volpe, son of Mr. and Mrs. Frank Sebastiano, husband of Mrs. Elveta Volpe of 1235 W. 222nd St., examines a Korean "A-frame," centuries-old device used for carrying huge loads in Korea. Volpe is a truck driver for a First Marine Aircraft Wing transport helicopter squadron. He arrived



PARADE LEADERS . . . Heading the parade of Torrance gas appliance dealers Wednesday was a new Chevrolet Corvette, shown here with Dealer Paul Horanger at the wheel. Left to right are Tommy Gray, representative of Southern California Gas Co.; Bill King, Herald advertising manager; Harry Pottle, gas company; and Miss Ella Mae McLeod, wearing the title of Miss Kitchen Freedom for the occasion. The Corvette will go on display at Paul's Chevrolet Wednesday.

17,072 Voters Eligible for April Election

When Torrance voters go to the polls on April 13 to select two City Councilmen and pass on four bond measures, there will be 59 polling places for them, a far cry from the 102 voters' list which hangs on City Clerk A. H. Bartlett's office wall. It lists the city's entire voting population on one 11 by 16-inch card.

Eligible cast ballots here on April 13 are 17,072 voters, according to total registration figures received by City Clerk Bartlett this week from Registrar of Voters Ben Hite. This is an increase of 6064 voters over the 11,008 eligible voters for the 1952 municipal elections, Bartlett said.

Registration by parties:

Democrat	10,195
Republican	6,133
Ind. Progressive	11
Prohibitionist	14
Miscellaneous	29
Nonpartisan	690

The city will have 54 precincts in April; five of them will be split giving a total of 59 polling places.

More Registrars Of Voters Named

Several new registrars for voters in the 88th District are included on the revised list issued recently by the registrar of voters of Los Angeles County.

The list is a revision of one issued on Feb. 1.

Torrance officials on the list include Mrs. Ann C. Sumnerack, 1042 W. East Rd.; City Hall, 1511 Cravens Ave.; Mrs. Shirley G. Felts, 23309 S. Western Ave.; Mrs. Olga M. Brown, 2035 Middlebrook Rd.; Mrs. Irene F. Wilkes, 2717 W. Carson St.; Mrs. Theresa H. Fetheroff, 2408 Torrance Blvd.; Mrs. Freda A. Ornes, 904 Sartori Ave.

Mrs. Dorothy D. Johnson, 23077 Doris Way, Seaside Ranch; Mrs. Anne E. Collins, 17025 Crenshaw Blvd.; Mrs. Elvera C. Wright, 18328 Rollin Ave.; Ray L. McCann, 4904 Mindora Ave.; Mrs. Lucile M. Lund, 1621 W. 223rd St.